R J Reynolds
Tobacco Company

Bill Roth
Region Sales Manager

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November 27, 1996

TO: **Don Fitzgerald**

RE: **Doral Box 100 Expansion**
(Full Flavor and Lights Styles)

In response to your letter dated November 22, 1996 concerning the Doral Box 100 Expansion, the following pertains:

The Buffalo Region would like to introduce these styles throughout the Region in 1997.

- Our "Window" of opportunity for down the street introduction is *March 1997*
- 6M Case quantities of **B1G1F** Product to support the introduction as follows:
  * 800 Cases of each style for total of 1600 6M cases

Don, please call if you have any questions.

Sincerely,

Bill

Bill Roth
BR/pkt
cc: Stephen MacLeod
Fray Natale

51845 7339

Source: https://www.industrydocuments.ucsf.edu/docs/pzmy0000